ABSTRACT

A network based queue replenishment system and method is disclosed for assisting subscribers to temporarily rent playable media items, such as movies in a digital format. The system includes a number of components that interoperate to improve a subscriber's experience, including an intelligent queue replenisher which works on his/her behalf to ensure that an adequate and interesting list of titles is made available to the subscriber. The replenisher can be integrated as part of the e-commerce website, at a separate monitoring site, or as a stand alone package based at the user's client computing system.